

Life [close up](#)

A digital nomad roams the world with a laptop

subscriber

arts / [Li Yage](#)

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Is working while traveling the way of life you yearn for? In the past, this seemed impossible, but now the digital age makes it possible. This emerging mode of living and working called digital nomad (digital nomad) uses the convenience of technology to realize the dream of traveling around the world while continuing to work to make ends meet. During the epidemic, the trend of telecommuting has become the norm, and it has also formed a boost for the digital nomads' sojourn form. How do digital nomads choose between romance and reality? (Photo provided by interviewee, iStock image)

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Digital nomads are people who live off the internet, travel and work, and work wherever they play. The convenience brought by technology has subverted the inherent office form. During the epidemic, telecommuting has become the norm, and it has also formed a boost for the digital nomads' sojourn form.

beings. About 4,000 years ago, a group of nomadic peoples were active on the Eurasian continent, and the context of historical development revolved around their coexistence, conflict and integration. Time jumps to today in the 21st century, and the "nomadic life" of human beings is still going on, but in a different way.

"Digital nomads" in English is used to describe "digital nomads" (nomads for short) who live on the Internet. With the convenience of 5G high-speed surfing, they can roam anywhere in the world, working while traveling. With the convenience brought by globalization, the homestay economy is blooming everywhere, and the concept of shared office is rising, providing the equipment and conditions for the new generation of nomads to live. The operation during the epidemic has made people see the possibility of telecommuting. With the opening of borders around the world, more and more people are considering joining the ranks of digital nomads. According to statistics, there are currently about 35 million digital nomads living all over the world.

Why do people choose to embark on the nomadic road? What are the pains and joys, ideals and reality behind the life of nomads? How do employers view the digital workforce? In the post-epidemic era, how will the telecommuting model closely related to nomadic life develop? Through thematic stories, let us walk into the life of digital nomads together.

Yang Yuexi | Giving up full-time employment to travel around the world

Marketing professional Yang Yuexi (34 years old) started a digital nomad life five years ago, during which time he traveled to 59 countries. To support her nomadic life, she wears multiple hats and jobs - taking on agency projects, working as an online lecturer and teaching assistant for online courses at the National University of Singapore, co-founding marketing consultancy Big Wall with

▶ 今天看什么 | Giving her own business Blog "Lydiascapes". The diversity of skills in the slash the possibility of realizing any kind of hobby.

The video interview with Yang Yuexi was at about 10:30 am Singapore time. At this time, she was in Oakland, a small town 20 kilometers away from San Francisco in the United States. The time difference was 16 hours, and the local time was 6:30 pm. She is housesitting in an old house where the owner is on vacation. After staying here for another week, she will leave for Poland with her husband. The couple met during the trip, and Yang Yuexi is one of the few "nomads who migrated with their families". Taking advantage of having no children, the two want to explore more places.



Yang Yuexi and her Polish husband met during the trip. (Photo provided by interviewee)

Talking about why he chose to become a nomad, Yang Yuexi said with a smile: "I like traveling very much, and I also like mountain climbing and rock climbing. I missed some trips because I didn't have enough annual leave when I was working full-time. Later, I thought about it. Everything has to be very important for me to work flexible hours, so I started to look for opportunities to work while working."

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Yang Yuexi uses house sitting in the United States to look after people's homes or pets in exchange for accommodation. (Photo provided by interviewee)

Experience in-depth travel

Before that, she worked in marketing for a large chain hotel group and was responsible for managing overseas hotels. At the same time, she ran her own travel blog. When the page views were good, she could earn an extra income of one or two thousand yuan per month. Both are jobs that don't have geographic constraints, and opened her eyes to the possibility of becoming a digital nomad. After finding the right time, she first switched from a full-time job to a contract job, and

▶ [今天看什么](#) an after she had a stable project.

For many, the most enviable aspect of being a digital nomad is the ability to travel the world. Climb the snow-capped mountains, watch the aurora, and change places in a few days. Yang Yuexi said: "There is no need to squeeze with others during the peak period of going abroad. You can live in a city for a while, appreciate it slowly, experience in-depth travel, and enjoy being able to stop and go at your own pace."



Yang Yoshi went skiing in Slovakia and lived in a snow cave. (Photo provided by interviewee)

But looking at the reality, nomadic life also has hard parts. While taking care of my health, as a self-employed person, I have to find food for myself. How to continue the nomadic journey is a big test; there are also times when I have no work for several months, and the pressure is very high. Many digital nomads wear multiple jobs. Yang Yuexi used investment as a metaphor. The consulting company he opened is like long-term stable income. How many pageviews will there be per month. "All job resources have to be found by yourself, not built overnight. Fortunately, these are my interests and part of me. There are many ways to make money, and the most important thing is to do what you like."

Efficient office rules for sojourners

As a remote office family, in the face of fierce competition for job opportunities, only by ensuring



and win trust with professionalism can you have a steady stream of job

Yang Yuexi said frankly, "Many people have the stereotype that people are not in the local area and can't do a good job. They will feel a little scared, especially in local companies. Due to the inability to meet in person, employers have little tolerance for digital nomads. Many times there is only one chance. Giving results to reassure the other party will consider continuing cooperation. Therefore,

proactively before the other party comes to you, and then manage expectations, set a delivery time, and strictly abide by it.”

In addition, there must be flexibility in the time arrangement. She said: "A lot of times I am in a passive state, and I should try my best to match the time of the other party. If I am not working at a certain time, I will not be able to get this opportunity. inconvenient."

Therefore, Yang Yuexi has acquired the ability to enter the working state at any time in any environment, such as the seaside, the mountains, the homestay, the cafe, or even the mobile caravan. “For those who want to try the nomadic life, if you don’t train this ability, it will be very hard at the beginning. It is difficult to focus in a new environment, and you are not used to the height of the table and the comfort of the chair, which will affect your ability to complete work on time. ”

Only by constantly updating your skills can you improve your employability. Even on the road, Yang Yuexi never stopped learning, and she actively enrolled in various professional-related online courses. "When you come to the field of digital marketing, new skills and new knowledge points emerge in an endless stream. As a lecturer, it is impossible to teach what you learned five years ago, and you must spend your own money to continue learning new things." She is currently enrolling in an artificial intelligence course , hoping to understand how it applies to marketing. She also keeps learning about changes in Google's new algorithm to help clients improve their search engine rankings.

Where does the future go

Talking about future plans, Yang Yuexi said: "Many people think that digital nomadism is not a long-term plan, and it is difficult to continue to stop after a certain age. Of course, parents also hope that you will stabilize, start a family and have children. It is hard for me to say how long I will stick to it.

🎧 今天看什么 Five years will not stop, but try to slow down. After all, we are no longer young, .ge places as frequently as a few years ago. We are always on the road, and it is tiring to pack our luggage all the time. Now we prefer to live in a city Two or three months, working from nine to five every day to ensure the quality of work, in fact, it is no different from ordinary office workers."

In the future, Yang Yuexi and her husband may consider settling somewhere, Singapore or Poland. "If you have children, your lifestyle will definitely change. You may not be able to go out and climb mountains frequently, but the ideal is to have time to go to the mountains for a week once in a

five years, she is happy with her choice, "It is worthwhile to do what you like in the best years."

Don't waste this journey, do what you like in your best years.

—Yoshi Yang

The growth trajectory of the digital nomad phenomenon

The feasibility of telecommuting during the epidemic has formed a boost for the digital nomad living style. Especially in Europe and the United States, many institutions have begun to study the form of digital nomads, and the data most intuitively reflect the upward trend. Taking the United States as an example, a survey report released by the career consulting agency MBO Partners shows that between 2019 and 2021, among the newly employed people in the United States, the number of traditional jobs has risen steadily, from 4.1 million to 5.5 million. The increase increased from 3.2 million to 10.2 million. Digital nomads span a wide age spectrum, from Gen Z to Baby Boomers, with 41% of them concentrated in Millennials. During the epidemic, the number of unemployed people rose, opening a window for digital nomads. It remains to be seen whether more people will join in the future or whether it is just a flash in the pan under the epidemic.

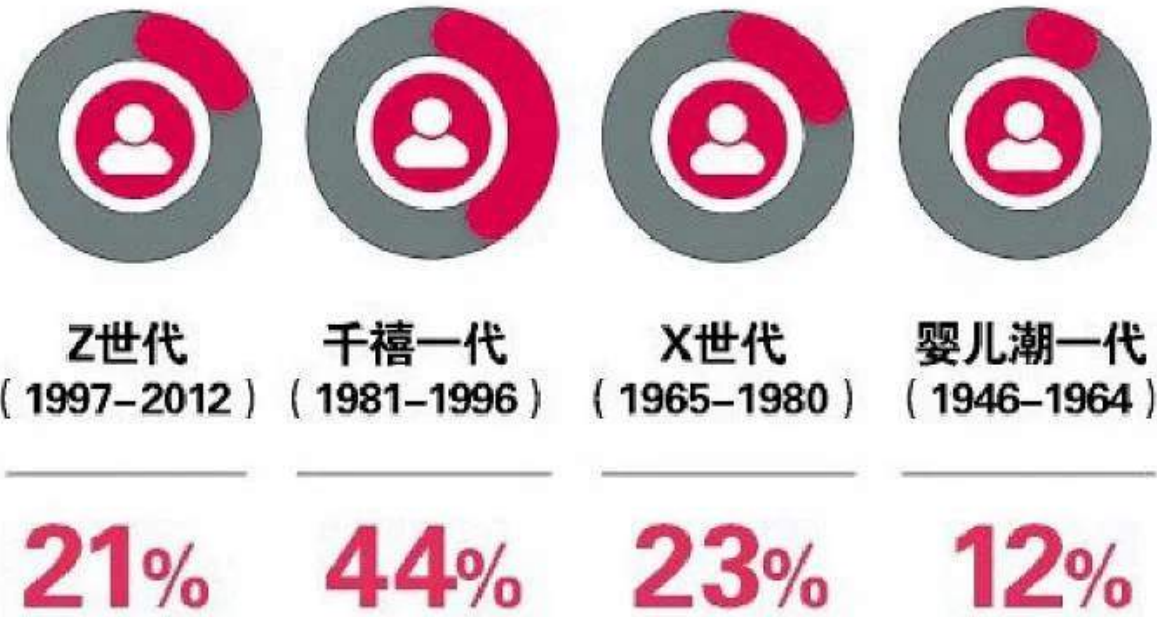
美国传统工种与数码游牧民人数增长趋势

(人口单位：百万)



(drawing by Li Yage)

美国数码游牧民年龄层分布图



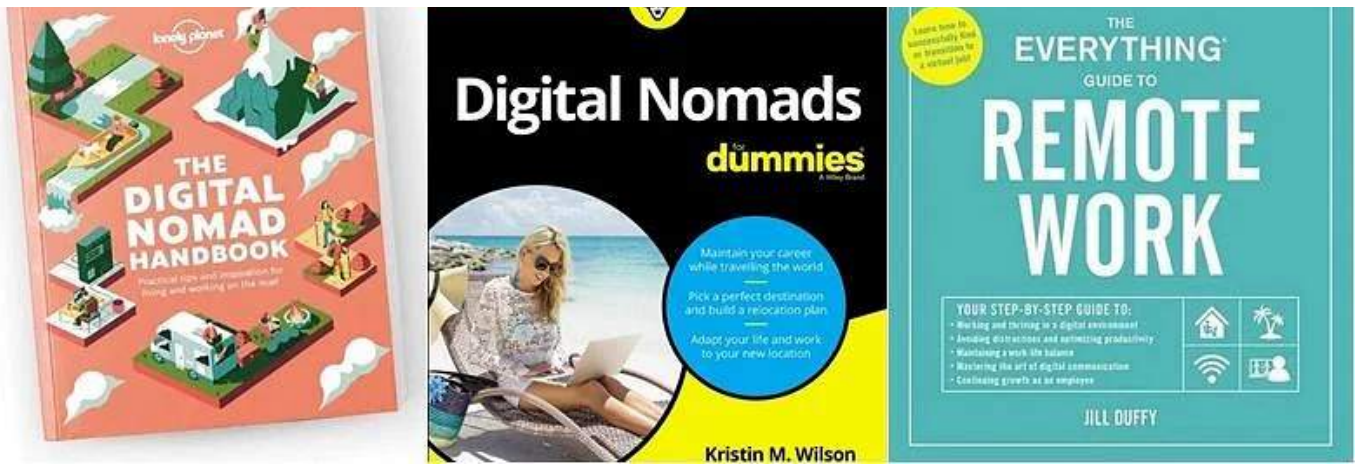
(drawing by Li Yage)

The English book "Digital Nomads", published in 1997, was the first to issue predictions and ideas about digital nomads. The authors Tsugio Makimoto and David Manners pointed out that when the three major conditions of technology, communication methods, and acceptance attitudes are mature, the living conditions of digital nomads can only be achieved. may become mainstream. Before 1997, it was impossible to carry a heavy desktop computer around without a portable computer. When the network speed is less than 30kpbs, many e-commerce platforms and work software that rely on the network environment cannot operate efficiently. Later, tablets, smartphones, and fiber optic networks accelerated to 5G provided the hardware conditions for nomads.

Inflation sparks nomadic growth

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... of digital nomad life will be published after 2020. Both "Lonely Planet" and the For Dummies series have released practical guides, covering advice on finding a job, renting a house, visa, insurance, etc., to prepare for the growth trend of digital nomads in the post-epidemic era .



(Left) Lonely Planet's 2020 Digital Nomad Lifebook. (Center) The For Dummies series will publish a guide to living as a digital nomad in 2022. (Picture on the right) In the post-epidemic era, books on remote work have been published one after another. (the Internet)

There is also a view that global inflation will further stimulate the growth of the number of digital nomads. In order to save money, people will consider being remotely employed by companies in developed countries and living in low-consumption developing countries.

Not applicable to all types of work

Peng Lishan, deputy director of the Department of Communication and New Media at NUS, said that from the perspective of infrastructure, digital nomadism is not suitable for all types of work, especially those that require services to be provided at a fixed location or continuous maintenance. In the survey report of MPO Partners, the digital nomads are subdivided by industry. Among the top ten, 19% are from the information technology industry, 10% are from the creative industry, 9% are from education and training institutions, and they are from consulting, research fields, and markets. 8% each in marketing and public relations, and financial accounting.

She said: "Digital nomadism is a romantic concept for many people, especially young people, but how to implement it and how to sustain it is a big challenge. Gender is also a consideration,

we always given the role of caregivers. , to do housework, to take care of the
 ▶ 今天看什么 . to try this model."



If you are lucky, some homestays have dual screens to support efficient office work. (Photo provided by interviewee)

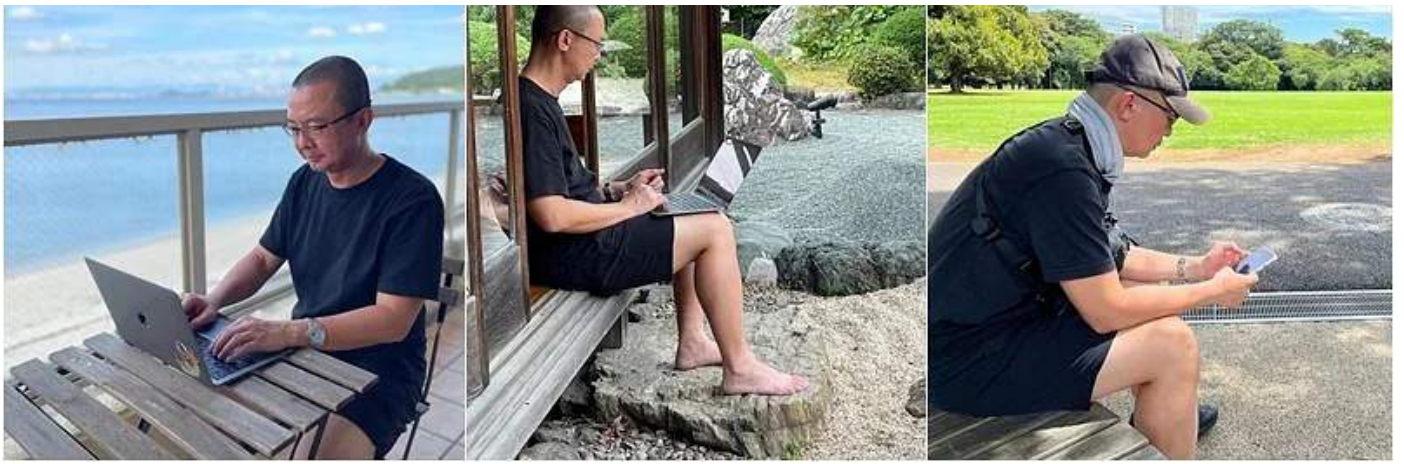
Furthermore, digital literacy is also a major consideration. Under the conditions of working in a digital environment, whether nomads have sufficient professional skills, are familiar with the use of various office software, and whether they can repair the system themselves when the system crashes to ensure data security. Sex, etc.; sometimes it is necessary to use peripheral equipment such as printers, dual screens, etc. to improve work efficiency. The last is the unity of platform policies. At present, nomads mostly rely on gig economy platforms to find jobs. This is still an emerging industry, and different platforms have different policies and guarantees.

Liao Zhiyuan | Starting a Nomadic Life Experiment

In May 2022, the homestay rental platform Airbnb announced the Live and Work Anywhere remote office plan, which stipulates that all employees have 90 days a year and can choose to work in any of 170 countries and regions around the world. As soon as the news came out, the number of views on its recruitment website soared to 800,000.

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Director of Airbnb Asia Pacific, Liao Zhiyuan (54 years old) decided to conduct an experiment to experience the life of digital nomads first-hand—to understand the needs of digital nomads, the possibility of long-term development, and the facilities that host countries should provide.



Liao Zhiyuan, director of public policy for Airbnb Asia Pacific, can work anywhere. (Photo provided by interviewee)

Taking stock of the footprints of the past year: In March, he was in Perth, Australia, discussing the travel restart plan with the local state government; in the summer, he traveled to seven cities in Japan and went to Fukuoka, Kurume, Osaka, Nagano, Nagasaki (Nagasaki), experienced a total of 11 homestays; attended a symposium in Bali, Indonesia in September; returned to Japan after traveling in Paris in December, and is expected to return to Singapore in early January.



In March last year, Liao Zhiyuan went to Perth, Australia to discuss cooperation with the state government after the opening of the border (left picture), and then went to Nagano, Japan in July to visit homestay owners (right picture).

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Liao Zhiyuan said with emotion: "The most profound feeling is that the epidemic has integrated the three places of work, life and travel. There is no difference between working at home and working in any corner of the world." In contrast, telecommuting takes more time, do conscious planning. "I used to be in a familiar environment, either at home or at the company. I didn't need to plan too much. When I go to a new place for remote work, I need to understand the surrounding environment. I will spend a lot of time planning and choosing a homestay."

Digital nomads need WiFi like fish need water, and WiFi is the number one consideration. In fact, many people don't know that Airbnb has a function that can remotely detect the WiFi signal strength. As long as the host turns on the router, the user can remotely test the network speed and signal strength. This addition comes in response to the telecommuting trend.

In addition, Liao Zhiyuan will always have a rented portable WiFi on his person, and enable data roaming on his mobile phone to ensure that he can be online at any time. The workbench is also very important. Users can check the photos of the tables and chairs under the equipment provided by the owner to see if the height is suitable, or communicate with the homeowner. "We found an interesting phenomenon. With the rise of digital nomads, the Airbnb platform has seen long-term bookings. In the past, bookings were made for a week or a few days, but now at least 20% of the bookings are for one month or more."

Liao Zhiyuan observed that the current age group of digital nomads is polarized. On the one hand, young people in their 20s have just entered the society and want to try a lot; Boomers enjoy working while traveling the world. There is a group of friends around him, each with their own business, and a group of them cycled from Singapore to Thailand all the way, using mobile phones and computers to continue working during the process.

Embracing Remote Workers

Having personally experienced telecommuting, Liao Zhiyuan believes that maintaining flexibility is especially important, "You have to accept that your time or schedule will be interrupted at any time, for example, when you are exercising in the park in the morning, and suddenly receive a text message from a team member, I will immediately take out the earphones and turn on the portable WiFi, use zoom for meetings, so that colleagues can find me at any time. Only by adjusting the mentality and being willing to maintain flexibility can the telecommuting experience be pleasant."

► 今天看什么 是 important to maintain communication, set a meeting time with the team, and regularly synchronize the progress. He will also report to his superiors every two weeks to report the operation of the Asia-Pacific region.

Outside of work, Liao Zhiyuan is also an angel investor. As a business manager, he said: "For employers, embracing the form of telecommuting will greatly expand your talent pool. Focus on global talent."

beginning, I decided to look for projects around the world and invest in what I like. In the same way, if you want high-quality talents as a manager, your vision can be extended to the world. Many talents are in Vietnam, Indonesia, the Philippines, After the epidemic, I may not want to come to Singapore, because the cost of living is high, the environment in Bali, Canggu and other places is good, and the consumption is also cheap, and allowing telecommuting can be used as a condition to attract talents.”

At present, whether to provide the flexibility of telecommuting is a major challenge for employers. On the one hand, traditional enterprises still believe that only when employees work from 9 to 5 face-to-face can the work be carried out in an orderly manner; on the other hand, some employers are willing to increase their flexibility in order to attract talents in the global talent war.

Liao Zhiyuan said: "In any case, the epidemic has proved that everyone can do a good job by working remotely." Behind the flexible system, human resources coordination is needed to discuss how to provide employees with medical insurance, apply for visas, and pay taxes and other practical issues.

It is understood that during the period of border blockade and epidemic prevention and isolation, many companies consulted tax consultants about the tax issues caused by local employees stranded overseas, foreign employees returning home to visit relatives, and long-term remote work. Since the concept of telecommuting is still new, relevant regulations need to be further improved. The popularization of the telecommuting model also needs the government's participation to further formulate relevant policies.

The most profound feeling is that the epidemic has integrated the three places of work, life, and travel. There is no difference between working at home and working in any corner of the world.

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— Liao Zhiyuan



Chung Kai Wing: Hiring digital nomads is a good choice for start-ups that want to test the water locally. (provided by respondents)

Chung Kai-wing, manager of the digital team at human resources agency Michael Page, has noticed that in the past few months, many employers have indicated that they are willing to open recruitment opportunities to digital nomads or remote workers to fill the shortage of manpower. "In the face of inflation and economic recession, enterprises may no longer open new positions. In order to fill the manpower gap, they will save money by employing short-term manpower, which will give greater flexibility in the choice of manpower."

In addition, another consideration for attracting employers to hire remote talents is that they **今天看什么** sufficient number of local talents; or because of the high cost of living, they need higher salaries. "For start-ups that want to test the water locally, hiring digital nomads may be a good choice. The company needs to hire full-time employees during the trial operation, which will be an expense, and if the test is not successful, laying off employees is another expense."

There are also successful cases in which nomads successfully run the company locally through telecommuting, and are later hired as full-time employees, and can still maintain a nomadic status outside. The point is how to build trust and let employers see your ability to work.

When communicating with local employers, Chung found that there are two main concerns about hiring telecommuters. 1. Can the work be completed in time within the deadline? 2. Security. If the company computer is handed over to the other party, is there any risk of loss? Can you ensure data security while traveling and working?

In this regard, Zhong Kairong suggested that the communication work requirements and reporting frequency should be clear in advance, such as a regular meeting every week to update the progress, and communicate in a timely manner if there are any problems. Second, do a good job of data backup to ensure data security. Furthermore, if it is a global organization, remote employees can be advised to report to the local company regularly.

Gig work platform gathers nomadic labor force

Some see business opportunities in nomadic workforces and telecommuting. In 2020, Nur Khairah Abdul Rahim and two partners founded the odd job platform Independents to do talent management and match business needs. At present, there are nearly 400 marketing professionals on the platform, from local, Indonesia, UK, Hong Kong, Australia, etc., with at least seven years of work experience, providing marketing, search engine optimization (SEO), social media operations and other services. 30% of them are digital nomads.



Kayla (right) and her partners founded the gig platform Independents. (provided by respondents)

Keira said that she hopes to build a platform to provide diversified services with the help of the diversity of telecommuting talents. "Currently, the marketing plans of many companies are time-sensitive and heavy projects. New product launches, brand remodeling, etc. all require professional teams. What we do is to accurately match within 48 hours and find professionals to take over the project."

Different from other gig economy platforms, Independents hopes to export high-quality professionals to undertake large-scale and long-term projects, which is particularly important for **今天看什么** professional ability. Except for a small number of employers who require **今天看什么** and face-to-face presentations, 85% of projects are currently completed online. How to control quality and manage work has become the focus of the platform's consideration. According to Keira, the quality of work and the feedback from the other party are all indicators, and the delivery time will also be clearly stipulated in the contract, and the review of the employment relationship is based on this.

about the meaning of work. Outside of work, she is a member of the charity's board of directors and manages a children's cancer charity part-time. "For me, the status of the slash is the future of work. What I am interested in or passionate about. I understand that the actual operation is difficult and complex, but I hope to have the freedom to choose. Before everyone's idea was to try to meet the requirements of the job, but now it is how the job can satisfy me. Where, What to do, there must be a certain degree of freedom to choose. The digital age has made all this possible, and with the convenience of technology, people are creating the work form they want."

In the past, everyone's idea was to try to meet the requirements of the work, but now it is how the work can satisfy me. — Kayla

Nomads love Lisbon as their city of choice

Ancient nomads lived by water and grass, while modern digital nomads enjoy the convenience of globalization and choose destinations according to their hobbies. As the team gradually grows, there are more and more nomadic communities online, and they will rank different cities based on their living experience.

The co-working organization Instant Office released a report titled "The Best Places to Live for Digital Nomads in 2022", ranking 80 popular nomadic cities. In terms of livability, cost of living, weather, internet speed, etc., Lisbon ranks first. There are more than 7,000 WiFi hotspots with an average internet speed of 163mbps. There are sunshine, beaches, and surfing. preferred. Bangkok comes in second with more than 15,000 WiFi connections, cheap accommodation and good food.

Although the concept of digital nomads originated in the West, the attractiveness of Asian cities has increased significantly in recent years, and many countries have begun to realize the economic benefits brought about by the trend of digital nomads. Taking Bali as an example, the Indonesian

◉ 今天看什么 announced in September last year that it would open B211a visas to digital nomads, mostly locally. The visa is valid from 60 days and can be extended for up to six months. The Indonesian government hopes that through this initiative, it will attract more telecommuters or foreign investment, and build a series of related supporting facilities such as shared office space, conference rooms, and law firms locally.

Turning our attention back to the local area, Singapore ranks 31st in this list, and there are many comments on Singapore from digital nomads on the Internet. Andy Sto, who has six years of "nomadic" experience, wrote in a Singapore city review published in early 2021: This garden city has a livable environment, the streets and alleys are perfectly designed, the quality of life is high, and travel is safe. The location is good, and it is convenient to go to surrounding Southeast Asian countries, Japan, Taiwan or Shanghai. Singapore's strengths lie in its strong Singapore dollar exchange rate and the abundance of gig economy jobs. But the fly in the ointment is that the cost of living is too high. Renting a house costs at least two to three thousand yuan a month; the hot and humid weather makes people uncomfortable; the waiting period for visa approval is long, and the tourist visa can only be one or two months at most. Long-term work is required Permit.

According to statistics from the official website of Nomad List, a nomadic community, there are currently about 3,400 digital nomads from all over the world living locally.

2022年数码游牧民最佳居住地

排名	城市	国家
1	里斯本	葡萄牙
2	曼谷	泰国
3	萨罗尼加	希腊
4	达拉斯	美国
5	圣安东尼奥	美国
6	塞维利亚	西班牙
7	首尔	韩国
8	悉尼	澳大利亚
9	雅典	希腊
10	布达佩斯	匈牙利

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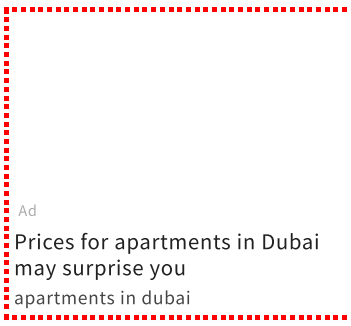
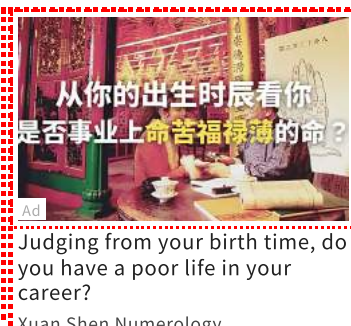




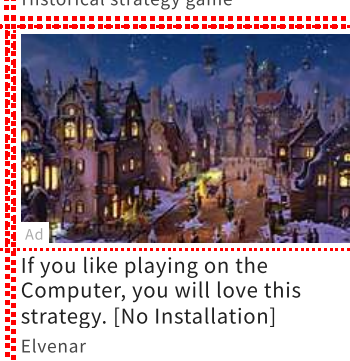


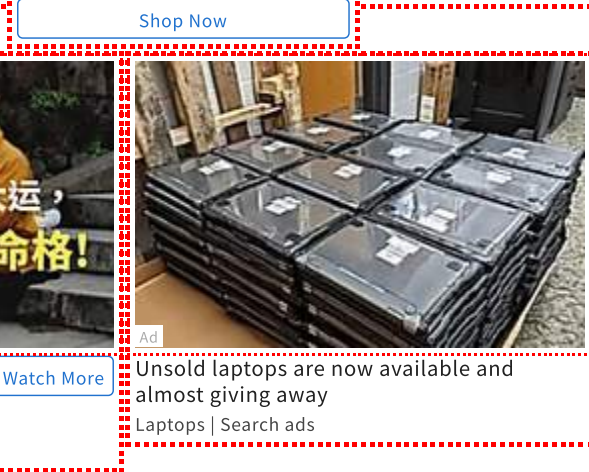

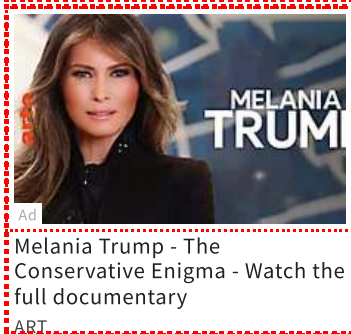
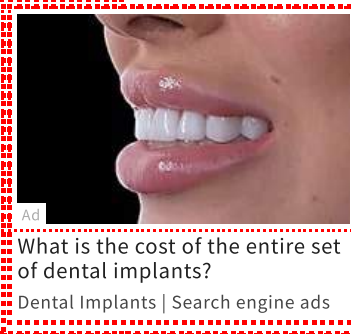


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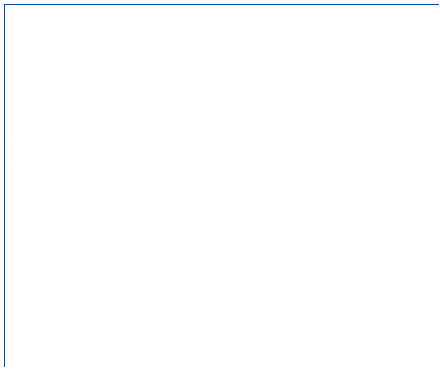
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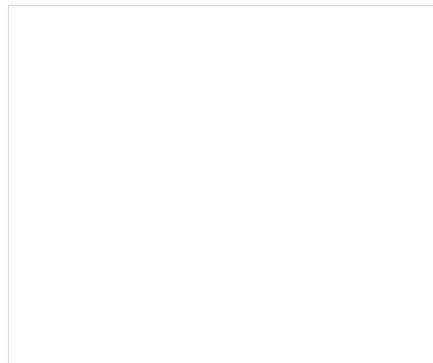
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